

Serial No. 10/056,089

REMARKS**STATUS OF THE CLAIMS**

Claims 1-23 are pending in the application.

Claims 1-6, 9, 11-17, 19, 20, 22 and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Estes et al. (2003-0208411) in view of Franklin et al. (6,125,352).

Claims 7 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Estes et al. (2003-0208411) and Franklin et al. (6,125,352) and further in view of Kirner (US 2002-0046040).

Claims 10 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Estes et al. (2003-0208411) and Franklin et al. (6,125,352) in further view of Iannacci (US 2002-0062249).

According to the foregoing, the claims are amended, and, thus, the pending claims remain for reconsideration, which is respectfully requested. No new matter has been added.

According to the foregoing, it is clarified that the address ID is issued upon request for issuing an address ID from the purchaser, that the delivery request data includes address ID as the address of either the purchaser or non-purchaser, and that the address ID corresponds to either the purchaser or non purchaser when looking up.

It is respectfully submitted that to the extent Langhammer might describe the configuration that a plurality of addresses can be registered, Langhammer is withdrawn in the outstanding office action. Therefore, it is no longer acceptable for the Office Action to state that the configuration that "a plurality of addresses can be registered" is well known. Further, the language of the claims provides "establishing a respective unique address identification (ID) for each of said plurality of delivery addresses in said address data according to a request for issuing an address ID from said purchaser, said unique address IDs being invulnerable to reverse translation by a third party into said address data."

Estes does not disclose the configuration that a plurality of delivery addresses including addresses of non-purchasers are registered, and then a unique address ID is issued to the plurality of delivery addresses respectively.

Franklin discloses the use of a nickname as an identifier to derive the registered address

Serial No. 10/056,089

data when an individual registers a plurality of address data on the personal computer. Therefore, Franklin does not disclose the configuration of the present invention to keep the address data secret from third parties other than the delivery company. In other words, there is no evidence expressly or implicitly that one skilled in the art would combine Franklin's nickname assignment to a plurality of addresses and then modify the nicknaming to provide the claimed "establishing a respective unique address identification (ID) for each of said plurality of delivery addresses in said address data ... said unique address IDs being invulnerable to reverse translation by a third party into said address data, and notifying said purchaser thereof."

Since Estes does not consider a plurality of delivery addresses, the token is only used as an temporary ID for its own address. Therefore, the configuration of the token in Estes differs from the present invention. Therefore, a *prima facie* case of obviousness based upon Estes and Franklin cannot be established, and withdrawal of the rejection of pending claims and allowance of pending claims is respectfully requested.

CONCLUSION

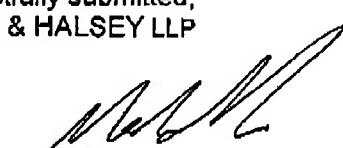
There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,
STAAS & HALSEY LLP

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CERTIFICATE OF FACSIMILE TRANSMISSION

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on May 12, 2008

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Date: May 12, 2008